1005010123

PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 1-Oct. 24, 1975

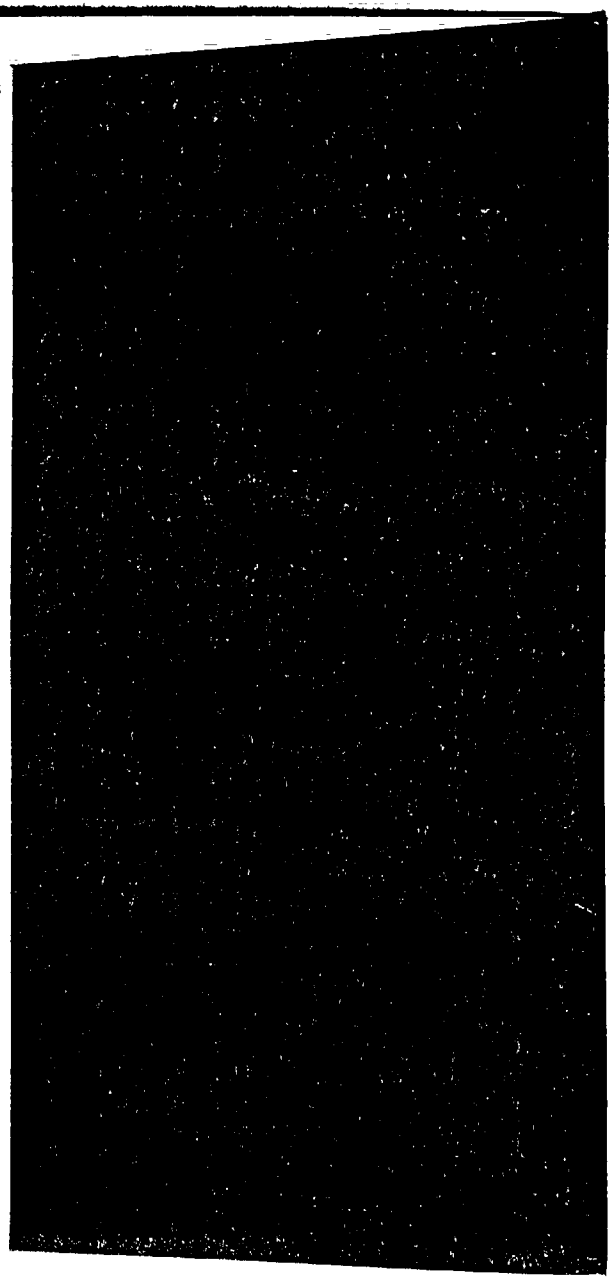
PHILIP MORRIS U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

1005010124

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

1005010125



Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

Ever get mashed in the elevator

or jammed in the car pool

or crunched at the party?

2005010126

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

Then you k
Benson & H
now come in h

This new packing makes good hard sense. It's a particularly important development for Benson & Hedges 100's:

The top 100-millimeter cigarette of them all.

The eighth largest seller of all cigarettes nationwide.

A brand that appeals especially to women smokers, as well as to many men.

2050101427

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

know why edges 100's ard pack too.

And one that's been growing steadily at a rate of over 12% a year.

It's also a fact that a significant number of smokers, men as well as many women, prefer their cigarettes in hard packs. For a brand with as big and growing a market share as Benson & Hedges 100's, it's a good move to have hard packs too for all the people who prefer them. (As their very successful New York introduction proved in hard money.)

1005010128

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 1-Oct. 24, 1975

TO: Section Managers, AM-CS's, AM-DS's, D.M.'s, M/R's
(except Metro New York and Southern California)

FROM: J. J. Gillis

SUBJECT: Benson & Hedges 100's Box
Management Account Coverage
August 11-August 29, 1975

INTRODUCTION

After a very successful introduction in Metropolitan New York and Southern California, Benson & Hedges 100's Box will be introduced nationally during the 5th Sales Cycle (September 1-October 24, 1975). Benson & Hedges 100's Box gained significant extra business for the brand in both New York and Southern California, and we fully expect similar results nationally.

Benson & Hedges 100's Box will be the 1st Featured Brand during the entire 5th Sales Cycle (September 1-October 24, 1975). The retail Sell-In will include five cartons of Benson & Hedges 100's Box, with 10% gratis allowed on this brand only. The full details of the Sell-In procedure are dealt with specifically in the Retail Activity Instructions.

PRODUCT DETAILS

. Product	- Benson & Hedges 100's FLIP-TOP Box (Regular and Menthol).
. Item Number (UPC)	- 00410 Regular. 00420 Menthol.
. Price	- $12.50 per thousand.
. Case Packing	- 12,000 per case (60 carton case).
. Case Dimensions	- 20.6" x 11.9" x 23.0"

PHILIP MORRIS
U.S.A.

46000-104-00025

1005010129

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

- Case Cube - 3.286 cubic feet.
- Case Weight - Average 46.5 lbs.

MANAGEMENT SELL-IN DETAILS

- Management Meeting - Week of August 4, 1975.
- Direct Account Solicitation - Beginning August 11, 1975 (or immediately following the management meeting).
- Order Procedure - All orders taken for Benson & Hedges 100's should be forwarded at once to:

  Mr. L. E. Johnson
  Customer Service Department
  Richmond, Virginia

  Where timing of the Order/Delivery is a problem, the WATS line may be used - 800-446-7030. When telephoning Richmond, indicate this is an introductory order for Benson & Hedges 100's Box. No written confirmation order is required when using the WATS line.
- Terms - 3% - 30 days (available on introductory allocation only).
- Introductory Allowance - If purchase only one packing: 50 cents per thousand ($6 per 12 M case) on introductory allocation.

  If purchase Regular and Menthol: 75 cents per thousand ($9 per 12 M case) on introductory allocation.
- Introductory Allowance Period - August 25-September 12, 1975.
- Account Allocation - Two complete sets of allocation lists will be provided covering each account. These lists should be reviewed, and allocations approved by Section Managers for each account, prior to any direct account contact.

1005010130

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

One set of lists must be kept intact. Use this account list to record the total case allocation used by each account. At the end of the introductory allowance period, the complete set of lists, with allocations used by account, should be forwarded to:

Mr. G. O. Sledge
Customer Service Department
Richmond, Virginia

- Trade Circular - Trade Circular No. 445 will be hand-delivered to each direct account as contact is made. No circulars will be mailed to accounts.
- Samples - Sell-In samples will be provided for each AM-CS, AM-DS, D.M. and M/R.
- Product Available Direct Accounts - Week of August 25, 1975.
- Product Shipped to Direct Accounts - As orders are received beginning the week of August 25, 1975.

AM-CS - SPECIFIC OBJECTIVES

- All Account allocations should be reviewed and discussed with your Section Manager prior to initial coverage.
- Chain headquarter presentations must be scheduled as early as possible.
- Benson & Hedges 100's Box Regular and Menthol must be presented to all accounts to gain maximum distribution in all types of retail chain outlets. Special emphasis must be placed on the $9 per case introductory allowance for accounts that purchase both Regular and Menthol.
- Make certain that upon acceptance, Benson & Hedges 100's Box are placed in the retail order book and properly coded for re-ordering purposes.
- Notification of acceptance must be communicated to Section Managers and Division Managers at once.
- AM-CS's will be required to maintain close contact with chain headquarters, warehouses, and retail outlets to insure that product is being properly distributed and displayed.
- All B and B-1 displays will feature Benson & Hedges 100's Box as the Primary brand. Notification of this must be transmitted to all accounts.

1005010131

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

- In addition, for this introduction, an 18-pack Set/Sell offer is available. A $1 per display payment is authorized for the acceptance of up to five displays in a self-service position in active checkout lanes for a period of two weeks. The maximum payment per retail outlet is $5.

  - Payments to chain outlets will be made by check from the New York office to chain headquarters. Invoices covering all participating outlets, approved by a Section Manager or AM-CS, should be submitted to Mr. J. Hill.

  - Payments to independent outlets should be made locally to the store manager, and recorded on the normal gratis receipt.

AM-DS - SPECIFIC OBJECTIVES

- All Account allocations should be reviewed and discussed with your Section Manager prior to initial coverage.

- Benson & Hedges 100's Box must be presented to all direct accounts, with special emphasis on the $9 per case introductory allowance for accounts that purchase both Regular and Menthol.

- Solicitation for orders must initially be directed to those distributors where our Sales Representatives will be picking up merchandise to meet their needs. Special emphasis must be placed on providing sufficient quantity of product to insure adequate supplies for the introductory sales effort of our Sales Team.

- Follow-up in every instance to determine if the product ordered arrives on time.

- It is imperative that distributors have sufficient product available at all times.

- The AM-DS should arrange to attend distributor sales meetings where possible to enlist distributor salesmen's support in gaining new placements for Benson & Hedges 100's Box.

- AM-DS's will also be responsible for developing added cooperation from all distributor accounts in support of Benson & Hedges 100's Box. This will include:

  - Distributor salesman support.

  - Using the "Benson & Hedges 100's Box Reg./Men." rubber stamp provided to place the brand in all order books.

  - Placement of Benson & Hedges 100's Box P.O.S. at distributors.

  - Building displays of Benson & Hedges 100's Box at distributors.

1005010132

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

DIVISION MANAGER - SPECIFIC OBJECTIVES

The Retail Activity Instructions detail the basic essentials relating to the Sell-In, merchandising, and display of Benson & Hedges 100's Box. In addition, it is essential that the following points be understood and implemented:

- Closely supervise all Sales Representatives during the introduction of Benson & Hedges 100's Box. Pay particularly close attention to the newer Representatives who are experiencing their first new product introduction.

- Normal territory assignments and account coverage patterns will be used.

- A call rate objective of a minimum of 15 calls per day must be set for each Sales Representative. Maintaining call rates is a critical element of our introductory sales efforts.

- DM's must be in a position to provide adequate quantities of point-of-sale materials, retail order books, display receipts and masking tape to all Sales Representatives at any time.

- DM's will be responsible for contacting any key accounts, or local chains assigned, to insure distribution and display of Benson & Hedges 100's Box.

- Identify with all Sales Representatives any high volume independent outlets that refuse to purchase and/or display Benson & Hedges 100's Box. You will be responsible for planning a recall strategy for these outlets.

- Throughout the entire introductory period, close communication must be maintained with all individuals involved in this product introduction. This will insure that adequate materials and product are available, that assignments are being properly covered, and that Benson & Hedges 100's Box are being given the best possible support.

- The specific details of the Benson & Hedges 100's Box retail Sell-In are included in the Retail Activity Instructions. These must be communicated simply and directly to all members of the retailer Sales Team.

- Division Managers will be carrying a major responsibility in this important program. The objectives are "basic."

  - Sell and Display Benson & Hedges 100's Box in every retail outlet.

  - Place "Benson & Hedges 100's Box" point of sale in quantity in every retail outlet.

  - Maximize the sales and merchandising potential of each retail call, and maintain a call rate of at least 15 calls per day.

1005010133

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

MILITARY REPRESENTATIVES - SPECIAL INSTRUCTIONS

- The headquarters of the various military services will be advised of the national introduction of Benson & Hedges 100's Box.
- The Defense Supply Agency has not yet issued Benson & Hedges 100's Box code numbers. However, sales presentation calls on commissaries, as well as Navy, Coast Guard, and Marine exchanges can be made per you allocations. Each of these outlets is permitted to buy on a local basis.
- AAFES has issued the following code numbers:
  - Benson & Hedges 100's Box Regular - 411-004-830.
  - Benson & Hedges 100's Box Menthol - 411-006-700.
- Set/Sell display payments are now approved for AAFES outlets. The $1 display payment may be used with the Benson & Hedges 100's Box 30-pack Set/Sell unit. Also, where appropriate, the $1 per display payment is authorized for the placement of up to five 20-pack Set/Sells in active checkout lanes.
- Where Benson & Hedges 100's Box have been accepted, they should be displayed in the Primary section of all contract counter displays.
- Sell-In and obtain space on all carton merchandising fixtures for Benson & Hedges 100's Box.

ADVERTISING

Full color advertisements for Benson & Hedges 100's Box will appear nationally in major magazines and Sunday supplements. Color R.O.P. newspaper and outdoor advertising will also be used. A media schedule is contained on the back of the introductory brochure.

REPORTING

Area Managers will submit distribution reports to Section Managers weekly, beginning the week of August 11, 1975, with a copy to your Region Manager giving the following information:

- Account name (list major account, direct and non-direct).
- Account allocation, if direct buyer.
- Date accepted.
- Quantity sold against allocation.
- A sample reporting form is enclosed.

1005010134

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

Section Managers should forward a recap of these reports to the New York office weekly to the attention of Mr. J. J. Gillis.

In addition, at the completion of the introductory allocation period, a complete set of allocation lists, showing the total allocation used by each account, should be forwarded to:

Mr. G. O. Sledge
Customer Service Department
Richmond, Virginia

Benson & Hedges 100's Box will receive a significant amount of advertising, merchandising, and retail sales support during this introductory period. Combined with your efforts and expertise, we are confident that the Benson & Hedges 100's Box introduction will be a total success.

Any questions relative to this entire program should be directed to your Section or Region Manager.

Joe Sicci

1005010135

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 1-Oct. 24, 1975

NATIONAL

		SEPTEMBER 1-OCTOBER 24, 1975							
	WEEK BEGINNING	1	8	15	22	29	6	13	20
BRANDS ON DISPLAY	1st FEATURED BRAND	BENSON & HEDGES 100'S BOX							
	2nd FEATURED BRAND	MARLBORO							
	3rd FEATURED BRAND	SARATOGA 120'S				VIRGINIA SLIMS			

BENSON & HEDGES 100'S BOX

1st Featured Brand - September 1-October 24, 1975.

. INTRODUCTION:

Benson & Hedges 100's Box has proven very successful during its initial debut in Metropolitan New York and Southern California, and has added significant extra business to the brand. We are confident about the success of the Benson & Hedges 100's Box during the brand's national introduction.

Benson & Hedges 100's Box continues in the fine tradition of Benson & Hedges. Available in both Regular and Menthol, it will appeal to that growing segment of smokers who prefer 100mm cigarettes and enjoy the convenience of a FLIP-TOP Box. Women, who make up more than two-thirds of all Benson & Hedges 100's customers and even more of all food store shoppers, especially like the extra convenience, sophisticated styling and value of the FLIP-TOP Box.

PHILIP MORRIS

U.S.A.

46000-104-00025

1005010136

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

This is an important introduction. It is essential that all sales and merchandising activities be carried out with precision to insure rapid and thorough distribution of Benson & Hedges 100's Box, supported by sound merchandising techniques.

- RETAIL OFFER:

  - During the entire introductory period (September 1-October 24, 1975), Benson & Hedges 100's Box will occupy the Primary sales and display positions.

  - The Sell-In will include 5 cartons of Benson & Hedges 100's Box with 10% gratis allowed, or 1 pack free with each carton purchased to a maximum of 5 packs free per non-controlled retail outlet.

  - A 30-pack Set/Sell is provided, with a $1 per outlet payment authorized for placement of the display in a self-service position for two weeks.

  - In addition, an 18-pack Set/Sell is provided for use primarily in supermarkets. A $1 per display payment is authorized for the placement of up to five displays in a self-service position in active checkout lanes for a period of two weeks. The maximum payment per outlet is $5. (Please note: Each Sales Representative will receive 150 18-pack Set/Sells. Fifty of these have header cards imprinted on both sides, and should be used with this program.)

    - Payments to chain outlets will be made by check from the New York office to chain headquarters. Invoices covering all participating outlets, approved by a Section Manager or AM-CS, should be submitted to Mr. J. Hill.

    - Payments to independent outlets should be made locally to the store manager, and recorded on the normal gratis receipt.

  - In those outlets where you cannot place an 18 or 30-pack Set/Sell, you may still Sell-In the merchandise, giving 10% gratis per outlet on a maximum of 5 cartons of Benson & Hedges 100's Box.

- MERCHANDISING:

  - Benson & Hedges 100's Box will occupy the Primary section in all contract B and B-1 units.

  - 8, 12 and 16 channel Benson & Hedges 100's Box PACK MASTER merchandiser header cards will be provided to Division Managers. These header cards must be placed in all appropriately sized units during normal coverage.

  - Benson & Hedges 100's Box Regular and Menthol jumbo packs are provided, and should be used where possible, to gain additional exposure for the brand.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

- It is especially critical that we make effective use of all the P.O.S. materials provided, including Set/Sell units, posters, shelf-talkers, counter cards and carton cards. Visible P.O.S. material placements in high traffic locations are a key goal during this introduction.

- Our primary objectives for Benson & Hedges 100's Box are to gain concentrated distribution and display during the initial coverage. Locations that offer the greatest potential for display and single package sales are a top priority during the introductory stages.

- SPECIAL MERCHANDISING:

  - Benson & Hedges 100's Sweepstakes easel counter cards, with attached entry forms, will be provided for each Sales Representative. These cards should be placed in outlets to help gain exposure for this exciting Sweepstakes.

  - Advertisements for the 100's Sweepstakes will be appearing in major weekly and monthly magazines and in Sunday supplements, beginning in mid September.

  - In addition, there will be a Benson & Hedges 100's Sweepstakes for the trade only. Each Sales Representative will be provided with a quantity of Retailer Entry postcards (see sample enclosed). In order to enter, the retailer must fill out the card completely and drop it in the nearest mailbox. First prize is $200, second prize is $100, and third prize is $50.

  - Remaining quantities of Long Green Sweepstakes easel counter cards may be used during this Cycle to gain added interest for this exciting Benson & Hedges 100's Sweepstakes.

    (Please note: Sweepstakes and their promotion are not allowed in the states of Idaho and Missouri.)

1005010138

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

- PROMOTION MATERIALS:

	S/R	D/M	M/R
30 Pack Set/Sell	150		25
18 Pack Set/Sell	150		25
Small Shelf Talker	100		25
Wood Rack Header		AS PER LIST	
B Wire Header		AS PER LIST	
B-1 Larger Header		AS PER LIST	
B-1 Large Strip		AS PER LIST	
Old Wire Rack Header		AS PER LIST	
Poster	150		25
2-Sided Carton Card	250		25
Banner	50		
PACK MASTER Merchandiser Header Cards			
8 Channel	To Division Managers Per List		
12 Channel	To Division Managers Per List		
16 Channel	To Division Managers Per List		
Jumbo Pack - Filter - 97,500	150		
Jumbo Pack - Menthol - 97,500	150		
Carton Rack Label - Regular	8 sheets		
Carton Rack Label - Menthol	8 sheets		
PACK MASTER Merchandiser Label - Regular	1 sheet		
Easel Counter Card w/Stit. Coup. Pad (100'S Sweepstakes)	100		
Retailer Entry Cards (100's Sweepstakes)	300	25	25

- NATIONAL BRAND GROWTH*:

. Benson & Hedges 100's Regular	+ 3.9
. Benson & Hedges 100's Menthol	+10.3
. TOTAL BENSON & HEDGES 100's	+ 5.0

*SOURCE: The Maxwell Report; April 30, 1975.

1005010139

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

MARLBORO

2nd Featured Brand - September 1-October 24, 1975.

. BRAND ACTIVITY:

. Marlboro Lights continues as one of the fastest growing cigarette brands in the industry, and during the first half of 1975 maintained its 30 percent plus growth rate.

. During the entire 5th Sales Cycle, Marlboro Lights will be the 2nd Featured Brand.

. Marlboro Lights will be displayed in the secondary section of all contract B and B-1 units.

. A shelf-talker, poster and easel counter card are provided to help gain additional exposure for this brand.

. The Sell-In will include two cartons of Marlboro Lights and one carton of Marlboro 100's, with 5% gratis allowed.

. A-1 PROMOTION:

. The Marlboro Family will be featured in a unique 180-carton A-1 Promotion this Cycle (September 1-September 26, 1975).

. This Marlboro A-1 will be the first featured under our new merchandising program, and we are optimistic about the success of this promotion.

. NATIONAL BRAND GROWTH*:

. Marlboro Box	+ 1.2
. Marlboro Soft	+ 3.7
. TOTAL MARLBORO RED	+ 2.0
. Marlboro 100's Box	+27.3
. Marlboro 100's Soft	+14.4
. TOTAL MARLBORO 100's	+16.9
. Marlboro Lights	+31.4
. Marlboro Menthol	+16.7
. TOTAL MARLBORO	+ 5.5

*SOURCE: The Maxwell Report; April 30, 1975.

1005010140

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

SARATOGA 120'S

3rd Featured Brand - September 1-September 26, 1975.

- BRAND ACTIVITY:
  - Since its introduction, Saratoga 120's have continued to exhibit the kind of sales growth and vitality necessary for success.
  - To take advantage of the growing consumer awareness of the brand, gaining distribution and display of Saratoga 120's, and the placement of Saratoga 120's P.O.S. materials, remain the key Sales Force goals.
  - Saratoga 120's will be the 3rd Featured Brand during the first four weeks of the 5th Cycle.
  - The Sell-In will include two cartons of Saratoga 120's, with 5% gratis allowed.
  - A 20-pack Set/Sell poster and easel counter card are provided to gain increased exposure for the brand.
  - In addition, the brand will receive major advertising support in weekly and monthly magazines, including TV Guide, Time, Newsweek, Sports Illustrated, People, Playboy, Oui, Viva, Cosmopolitan and Glamour. Also, outdoor support will be provided in all major marketing areas during October.

1005010141

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

VIRGINIA SLIMS

3rd Featured Brand - September 29-October 24, 1975.

. BRAND ACTIVITY:

. Virginia Slims performance during 1975 has been most impressive, with growth of more than 8 percent.

. Virginia Slims will be the 3rd Featured Brand during the second four weeks of the 5th Cycle.

. The Sell-In will include four cartons of Virginia Slims, with 5% gratis allowed.

. CONSUMER OFFER:

. Virginia Slims will again feature the nostalgic box matches. The consumer will be offered three boxes of nostalgic matches free with a two package purchase of Virginia Slims.

. A special 36-pack Set/Sell unit will be provided, which holds 18 two pack/three match box sets.

. In addition, each Sales Representative will receive one extra match box for placement use on each display, and an additional five match boxes per display as a dealer incentive. No display payments are authorized for the placement of the 36-pack display. The retailer will be given the five packages of matches in lieu of payment.

. Please note: On-pack promotions are not allowed in the states of Indiana, Nebraska and Montana. In these three states, Sales Representatives will be provided with Virginia Slims generic 20-pack Set/Sell units. The normal $1 per outlet display payment is authorized for placement of these displays in outlets with a B or B-1 merchandising contract. Display payments should be recorded on the regular gratis receipt.

. Also, in these three states only, the Sell-In will include only two cartons of Virginia Slims, with 5% gratis allowed.

. NATIONAL BRAND GROWTH*:

. Virginia Slims Regular . . . . . + 6.8
. Virginia Slims Menthol . . . . . +11.3
. TOTAL VIRGINIA SLIMS . . . . . + 8.7

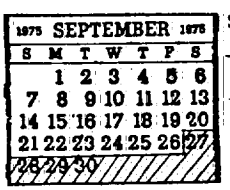
*SOURCE: The Maxwell Report; April 30, 1975.

1005010142

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

RETAIL ACTIVITY - NON-CONTROLLED OUTLETS

- SELL-IN:



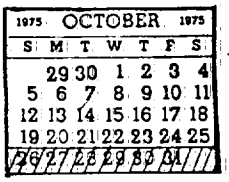
September 1- September 26, 1975

5 BENSON & HEDGES 100'S BOX (3 Regular, 2 Menthol)

3 MARLBORO (2 Lights, 1 100's)

2 SARATOGA 120'S (1 Regular, 1 Menthol)

10 Cartons Total



September 29- October 24, 1975

5 BENSON & HEDGES 100'S BOX (3 Regular, 2 Menthol)

3 MARLBORO (2 Lights, 1 100's)

4 VIRGINIA SLIMS (2 Regular, 2 Menthol)

12 Cartons Total

- The Sell-In during the first four weeks of the 5th Cycle consists of a 10 carton combination offer.
- During the second four weeks, the Sell-In consists of a 12 carton combination offer (except in the states of Indiana, Nebraska and Montana, where it will remain 10 cartons).
- Latitude is permitted in changing the product mix in the Sell-In to fit local circumstances. For example, we suggest a Sell-In of three cartons of Marlboro - 2 Lights and 1 100's. In a situation where the retailer has a sufficient inventory of Marlboro Lights, you may Sell-In two or even three cartons of Marlboro 100's. However, all contract B and B-1 units must contain Marlboro Lights. Direct any specific questions concerning the Sell-In to your Division Manager.

- GRATIS AND DISPLAY ALLOWANCE:
  - 10% gratis is allowed on the five carton Sell-In of Benson & Hedges 100's Box, to a maximum of five packs free with a five carton purchase.
  - 5% gratis is allowed on the Sell-In of the 2nd and 3rd Featured Brands.
  - Total gratis allowed:

First Four Weeks	Second Four Weeks
5 packs - five cartons Benson & Hedges 100's Box.	5 packs - five cartons Benson & Hedges 100's Box.
3 packs - five cartons 2nd and 3rd Featured Brands.	4 packs - seven cartons 2nd and 3rd Featured Brands.
8 packs - Total Gratis	9 packs - Total Gratis

1005010143

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

- A $1 Set/Sell allowance per outlet is authorized for displays placed in a self-service position for two weeks. (Please note: This $1 payment will not be used with the Virginia Slims 36-pack match box Set/Sell. The retailer will be offered 5 free match boxes in lieu of payment.)

- In outlets with a B or B-1 merchandising contract, use the 3rd Featured Brand 20 or 36 pack Set/Sell display. In those without a merchandising contract, use the 1st Featured Brand 30 pack Set/Sell display.

- Combinations you can offer the retailer:

  - 10%/5% gratis plus the $1 Set/Sell allowance.
  - 10%/5% gratis alone.
  - $1 Set/Sell allowance alone.
  - In Independent supermarkets, 10%/5% gratis plus the $5 allowance for five checkout displays.

- REPORTING:

  - Sample Scanner Reporting Instructions are enclosed. Please review these instructions carefully, and make certain that all Scanners sent to Oklahoma City have been marked completely and accurately.

Jack Ellis

1005010144

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

PRESENTATION SUGGESTIONS

NON-CONTROLLED OUTLETS

- PROFIT PRESENTATION:
  - 100 Packs X____¢ per pack selling price = $____GROSS RESALE VALUE
  - Number Cartons____X$____Cost per carton = $____RETAILER'S COST
  - Subtract Retailer's Cost from Gross Sales = $____GROSS DOLLAR PROFIT
  - -ADD $1 (Set/Sell Allowance) = $____SET/SELL ALLOWANCE
  - -ADD 8 packs X____¢ per pack selling price = $____RESALE VALUE - 8 FREE PACKS
  - ADD GROSS DOLLAR PROFIT + SET/SELL ALLOWANCE + 8 FREE PACKS = $____TOTAL GROSS DOLLAR PROFIT
  - TOTAL GROSS DOLLAR ÷ GROSS SALES = $____GROSS PROFIT MARGIN
- Brand Growth and Market Share figures are optional elements of this presentations and should be used as required.
- Appropriate modifications should be made for the Sell-In during the second four weeks of the Cycle, to include the 120 cartons and maximum of nine gratis packs.
- The $1 Set/Sell allowance may be replaced by the $5 payment for five checkout displays.

CONTROLLED OUTLETS

Primary Objectives: (1) Getting to the order guide, (2) Increasing the base inventory in each outlet and (3) Getting the merchandise out on the carton and pack racks.

- APPROACH MANAGER: To tell purpose of call _____
- SERVICE DISPLAYS AND RACKS:
  - Fill and label pack rack.
  - Fill and label carton rack. Use available space to insure that our major brands and packings have adequate distribution.
  - It is especially important that Benson & Hedges 100's Box be placed on the carton rack and pack rack in all controlled outlets that have accepted the brand.

1005010145

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

- Refill and relocate A-1 or other displays as required.
- P.O.S. ITEMS (SMALL PIECES): should be put in place as you are re-setting racks and displays.

- INVENTORY CARTONS ON HAND - FOLLOW THESE SELLING POINTS:
  - Note brands which are low or out-of-stock.
  - Check inventory status for last three visits.
  - Explain to the store manager that out-of-stocks are losing him _____ carton sales and _____ dollars profit.
  - Point out the growth of our brands (See Background Information).
  - Formulate a book order based on the inventory condition and needs of the outlet.
  - List your order: By brands: _____ Total order _____
  - Make certain all brands needed by the outlet are placed in the order guide. Leave the suggested order with the store manager.
  - His weekly order should be increased by _____ cartons.

100501046

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

CIRCULAR NO. 445 August 11, 1975

TO OUR CUSTOMERS:

We are pleased to announce the introduction on August 25, 1975 of **BENSON & HEDGES 100's FLIP TOP BOX REGULAR** and **MENTHOL** cigarettes in your area.

BENSON & HEDGES 100's FLIP TOP BOX will find ready acceptance in your area. **BENSON & HEDGES 100's FLIP TOP BOX** was successfully tested in the tough New York and Southern California markets, where it generated extra business for the brand. More people, especially women, are switching to box packings daily. Your customers will readily accept this new package version of America's number one 100mm cigarette and fastest growing of the top ten brands.

DETAILS OF THE BENSON & HEDGES 100's FLIP TOP BOX INTRODUCTION

PRODUCT:	100 millimeter **FLIP TOP BOX**; Regular and Menthol
LIST PRICE:	$12.50 per thousand cigarettes
NORMAL TERMS:	2% cash discount if paid within 14 days plus 1% anticipation discount if payment received within 10 days of the normal delivery date as shown on our invoice.
PACKING:	12,000 cigarettes (60 cartons) per case
ITEM NUMBER UPC:	Regular – 00410 Menthol – 00420

SPECIAL INTRODUCTORY OFFERS AND INTRODUCTORY TERMS

To enlist your cooperation in obtaining retail distribution of new **BENSON & HEDGES 100's FLIP TOP BOX** we are making available to you the option of either of the following introductory offers during the introductory period of August 25, 1975 through September 12, 1975:

$6.00 per 12M case (fifty cents per thousand) on **BENSON & HEDGES 100's FLIP TOP BOX REGULAR** or **BENSON & HEDGES 100's FLIP TOP BOX MENTHOL.**

OR

$9.00 per 12M case (seventy five cents per thousand) if you purchase **BOTH BENSON & HEDGES 100's FLIP TOP BOX REGULAR** and **BENSON & HEDGES 100's FLIP TOP BOX MENTHOL** during the introductory period.

These introductory offers apply to that quantity invoiced to you during the introductory period – up to but not in excess of your allocation. Your Philip Morris representative will advise you of the quantity allocated to you.

Instead of our normal terms, we will allow you a cash discount of 3% on allocation shipments made during this introductory period if payment is received within 30 days of the normal delivery date as shown on our invoice.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.
A Division of Philip Morris Inc.

MARLBORO BENSON & HEDGES PARLIAMENT VIRGINIA SLIMS MULTIFILTER ALPINE PERSONNA BLADES

1005010147

Source: https://www.industrydocuments.ucsf.edu/docs/sjw00000

BENSON & HEDGES 100'S BOX

ACCOUNT NAME	*ACCOUNT ALLOCATION REGULAR	MENTHOL	*QUANTITY SHIPPED REGULAR	MENTHOL	SHIPPING DATE

*ALLOCATION & QUANTITY SHIPPED IN CASES

1005010148

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

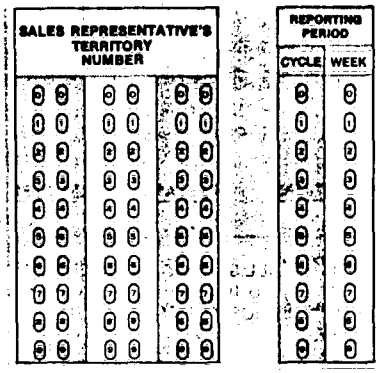
SCANNER SHEET REPORTING INSTRUCTIONS

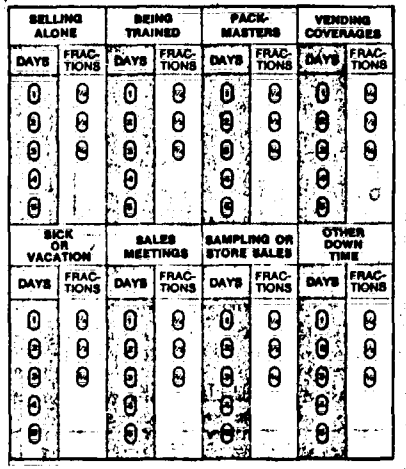
5TH SALES CYCLE – SEPTEMBER 1 – OCTOBER 24, 1975

SALES REPRESENTATIVES'S NAME _____

TERRITORY NUMBER _____

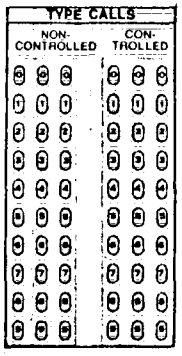
REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.



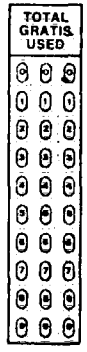


REVIEW YOUR SCANNER COMPLETELY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY. PLEASE BE SURE THAT THE "REPORTING PERIOD" SECTION IS CORRECTLY MARKED FOR CYCLE 5, AND THE APPROPRIATE WEEK – 1 THRU 8.

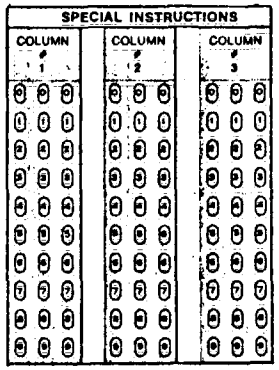
MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING. ALL CORRESPONDENCE SENT TO COMPUTER MANAGEMENT CORP. MUST INCLUDE THE SENDER'S RETURN ADDRESS.



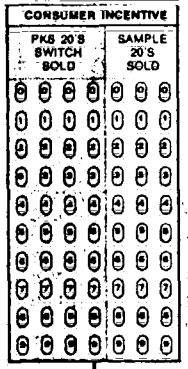
REPORT THE NUMBER OF NON-CONTROLLED AND THE NUMBER OF CONTROLLED CALLS MADE EACH WEEK.



ALL GRATIS SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.



REPORT THE TOTAL NUMBER OF BENSON & HEDGES 100'S BOX JUMBO PACKS USED IN COLUMN NO. 1.
DO NOT REPORT IN COLUMNS NO. 2 AND NO. 3



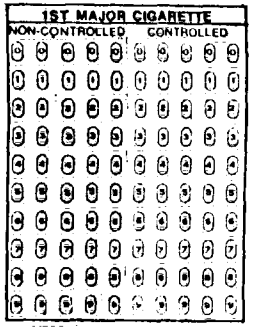
REPORT TOTAL NUMBER OF 20's SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20's USED FOR SWITCH SELLING AND SAMPLING IN THIS COLUMN.

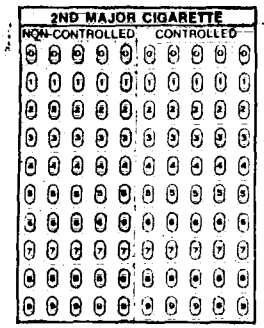
100501049

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

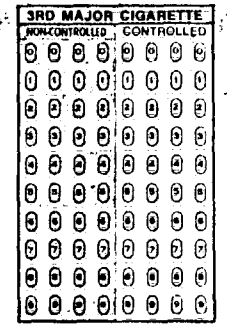
CARTONS SOLD



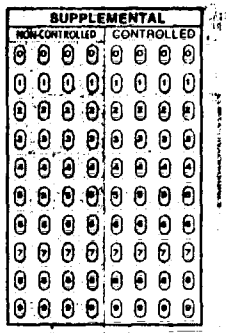
REPORT ALL SALES OF BENSON & HEDGES 100'S BOX IN THESE COLUMNS FOR THE ENTIRE 5TH CYCLE.MAKE CERTAIN NONCONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.



REPORT ALL SALES OF MARLBORO LIGHTS AND 100'S IN THESE COLUMNS FOR THE ENTIRE 5TH CYCLE.

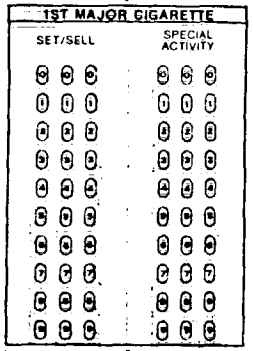


REPORT ALL SALES OF SARATOGA 120'S IN THESE COLUMNS FOR THE FIRST 4 WEEKS -- SEPTEMBER 1 -- SEPTEMBER 26, 1975.
VIRGINIA SLIMS SECOND 4 WEEKS -- SEPTEMBER 29 -- OCTOBER 24, 1975.



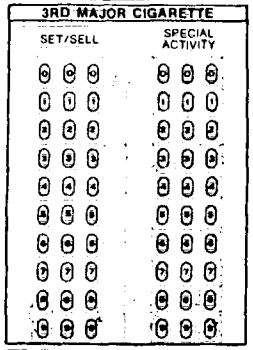
REPORT THE SALE OF ALL OTHER BRANDS IN THESE COLUMNS FOR THE ENTIRE CYCLE.

DISPLAYS



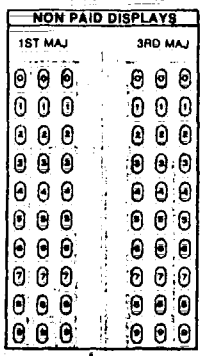
REPORT ALL PAID 30-PACK SET/SELL DISPLAYS FOR BENSON & HEDGES 100'S BOX IN THIS COLUMN.

REPORT ALL PAID 18-PACK SET/SELL DISPLAYS FOR BENSON & HEDGES 100'S BOX IN THIS COLUMN.



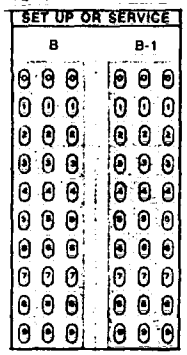
REPORT ALL PAID SARATOGA 120'S SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS. VIRGINIA SLIMS 2ND 4 WEEKS. (NOTE: BOX MATCHES ARE PAYMENT)

DO NOT REPORT IN THIS COLUMN.

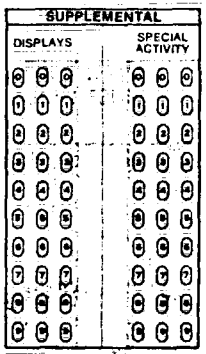


REPORT ALL 1ST MAJ. 30 AND 18-PACK SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

REPORT ALL 3RD MAJ. SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.



REPORT TOTAL B AND B-1 UNITS SERVICED IN THESE COLUMNS.



REPORT ALL MARLBORO 180 CARTON A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

100501015O

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

FORM #1239
PM USA REV. 1/75

PHILIP MORRIS U.S.A.

SALES PERSONNEL EXPENSE VOUCHER

DRAFT NO. ← FILL IN

DO NOT WRITE HERE →

GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT)

WEEK ENDING (SATURDAY) 197

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | REGION NO. | SECTION NO.

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	TOTAL	ACCT. CODE
Hours Worked									FOR OFFICE USE ONLY
Explanation *(Time Not Worked)*									
Town and State Where Expenses Were Incurred									
PERSONAL AND OTHER EXPENSES: Room									
Meals									
Telephone, Postage									
Transportation Paid by You *(other than company car)*									
Car Rentals									
Personal Smokes									
Supplies – Office, Etc.									
B & H 100'S BOX ACTIVITY:									
30 PACK SET/SELL		Maximum $1 per outlet for 2 week period							
18 PACK SET/SELL		$1 per display - Maximum $5 per outlet							
SAMPLES: Switch Sampling									070
Samples – Other *(Specify)*									
TOTAL GRATIS									
INCENTIVE PROMOTIONS: MARLBORO A-1		$12.50 display allowance per outlet							
20 PACK SET/SELL		$1 display allowance per outlet							

REPORT AS USUAL

MERCHANDISING PROGRAM EXPENSE – PERFORMANCE REPORT TOTAL (FORM #1762 ATTACHED) — 160-190-00

AIR TRAVEL CARD CHARGES

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE		
AUTO EXPENSE *(From Auto Expense Statement)*		
TOTAL EXPENSE		

COMMENTS:

SIGNATURE _____ ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

AUTOMOBILE EXPENSE STATEMENT

SALESMAN'S NAME (PRINT) | YEAR & MAKE OF CAR

CAR NUMBER | WEEK ENDING | TERRITORY CODE | CAR ASSIGNED PERM. ☐ TEMP. ☐

DAY	Daily Business Miles	Gasoline Gals.	Gasoline Cost	Oil & oil changes Qts.	Oil & oil changes Cost	Maint. & Repairs	Tires & Tire Repairs	Parking & Storage	Washing & Cleaning	Tolls	License & Taxes	Accident Repairs	Misc.	TOTAL
SUN.			$		$	$	$	$	$	$	$	$	$	
MON.														
TUES.														
WED.														
THURS														
FRI.														
SAT.														
TOTAL			$		$	$	$	$	$	$	$	$	$	$

REPORT AS USUAL

ODOMETER READING THIS PERIOD	1—END		MILES DRIVEN THIS PERIOD	3—TOTAL *(1 less 2)*		LESS CHARGE FOR: Personal Miles @ 5¢ Mile $
	2—BEGINNING			PERSONAL	BUSINESS	NET COMPANY AUTOMOBILE EXPENSE *(Transfer above)* $

TRIPLICATE – RETAINED

10050151

Source: https://www.industrydocuments.ucsf.edu/docs/sjwj0000

**WE'LL GIVE YOU TWO GUESSES.
AND MAYBE
TWO HUNDRED DOLLARS.**

10050101152

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

$200's the first prize in Benson & Hedges 100's Sweepstakes for the trade only. (It's the equivalent of 100 feet of $1 bills.)

Second prize is 100 $1 bills and third is 100 half dollars.

All you have to do is guess which of the 100 Benson & Hedges 100's Sweepstakes this year will draw the most entries and which the least.

Just be sure your entry card is postmarked by February 1, 1976 and received no later than February 10, 1976.

As for guesswork, it doesn't take any to know that the 100 Sweepstakes will help you sell Benson & Hedges 100's again this year. We're just bringing you this guessing game to help you win another way.

Here are my guesses: sweepstakes #_____ will draw the most entries, sweepstakes #_____ will draw the fewest. Sure hope these guesses work.

Name _____ Store _____

Street _____ City _____ State _____ Zip _____

Official Rules

BENSON & HEDGES 100's TRADE SWEEPSTAKES

1. On the attached postage-free reply card, fill in your name, store name and address and your guess of the sweepstake that will draw the most entries and the one that will draw fewest entries in this year's 100 Sweepstakes.

2. Entries must be postmarked by February 1, 1976 and received no later than February 10, 1976.

3. Winners will be selected by National Judging Institute, Inc. whose decisions are final. In the event of a tie, winners will be selected by a drawing among those entries with the correct answers.

4. This contest is open only to persons over 21 years of age. Employees and their families of Philip Morris, its subsidiaries, advertising and judging agencies are not eligible. Offer is void wherever prohibited or restricted by law.

42021-065-00012

1005010153

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

FIRST CLASS
Permit No. 37
Westbury, N.Y.

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

Benson & Hedges 100's
Trade Sweepstakes
P.O. Box 2366
Westbury, N.Y. 11591

1005010154

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: ALL SALES REPRESENTATIVES Date: August 12, 1975

From: John M. Sandor

Subject: BENSON & HEDGES 100's HARD PACK OVERLAYS

Standard carton rack and vending labels for Benson & Hedges 100's Box will not be available until October 1, 1975. As a result, the attached Hard Pack Overlays are to be used until that time.

JSandor

/jz

1005010155

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK HARD PACK

1005010156

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

IMAGE
NOT
AVAILABLE
ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

IMAGE
NOT
AVAILABLE
ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

IMAGE
NOT
AVAILABLE
ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

IMAGE
NOT
AVAILABLE
ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

IMAGE
NOT
AVAILABLE
ONLINE

The material referenced in the associated index listing is available in the Minnesota Tobacco Document Depository. Please see this website's home page for additional information regarding the Depository.

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

100501062

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

1005010163

1005010164

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000

1005010165

Source: https://www.industrydocuments.ucsf.edu/docs/sjw

This national advertising is selling hard.

With a heavy schedule in major newspapers...

national magazines...
TV Guide
Time
Newsweek
U.S. News
People
McCall's
Ladies' Home Journal
Redbook
Family Circle
Viva
Playgirl
WomenSports
Vogue
Glamour
Mademoiselle
American Home
House & Garden
Saturday Review
New Times
Gourmet
Ebony (and 10 other black magazines)
New York (and 11 other metropolitan magazines)

Sunday supplements...
Parade
Family Weekly
New York Times Magazine (and 24 other independent supplements)

outdoor media...
30-sheet billboards
king-size posters
2-sheet posters

Benson & Hedges 100's now in hard pack too.

42021-045-00036

1005010166

Source: https://www.industrydocuments.ucsf.edu/docs/sjwn0000

46000-104-00021

PHILIP MORRIS U.S.A.

1005010167

Source: https://www.industrydocuments.ucsf.edu/docs/sjwm0000